



FRESH MANAGEMENT

**PRODUCE, BREAD, TORTILLAS, DESSERTS,
LIVE PLANTS AND FLOWERS**



Fresh Management - Overview

Fresh Management

We have an amazing assortment of Fresh Products at a great value for Customers!
Review this packet to manage Fresh Product from the time it is received until the end of its shelf life.



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Bread Plan-O-Guides – Overview (CA, AZ, NV Stores Only)

Fresh Management



Overview

- ☐ Set bread using one of the new plan-o-guide for a 16ft or 12ft set.
- ☐ Do not display bread on trays – hand-stack bread. Benefits of Hand-Stacking include:
 - ✓ Frees up bread trays so that our vendor can ship us the full assortment!
 - ✓ Allows us to display more inventory to support sales between each delivery.
 - ✓ Average increase of 19% in bread sales vs. displaying bread on trays.

“Hand Stack” and Set Bread to Plan-O-Guide

- ☐ Follow the plan-o-guide to “Hand Stack” your bread displays.
 - ✓ Plan-o-guides are available for both 16ft and 12ft bread sections.
- ☐ If additional space is available after setting, use 4ft for Fresh Desserts.
 - ✓ See Fresh Desserts Guide for more details.
- ☐ It is OK to adjust the # of facings based on the sales of each item.
 - ✓ For example: If sales of Texas Toast do not support the # of facings listed, stores can adjust by increasing the # of facings of the items to the right/left (white bread/artisan bread in this example)
- ☐ Stack Sliced Bread no more than 2 high. Hot Dog-Hamburger Buns no more than 3 high.
- ☐ Display CLOSEOUT bread by reducing the number of facing for English Muffins, Cinnamon Raisin Bread or Artisan Bread.

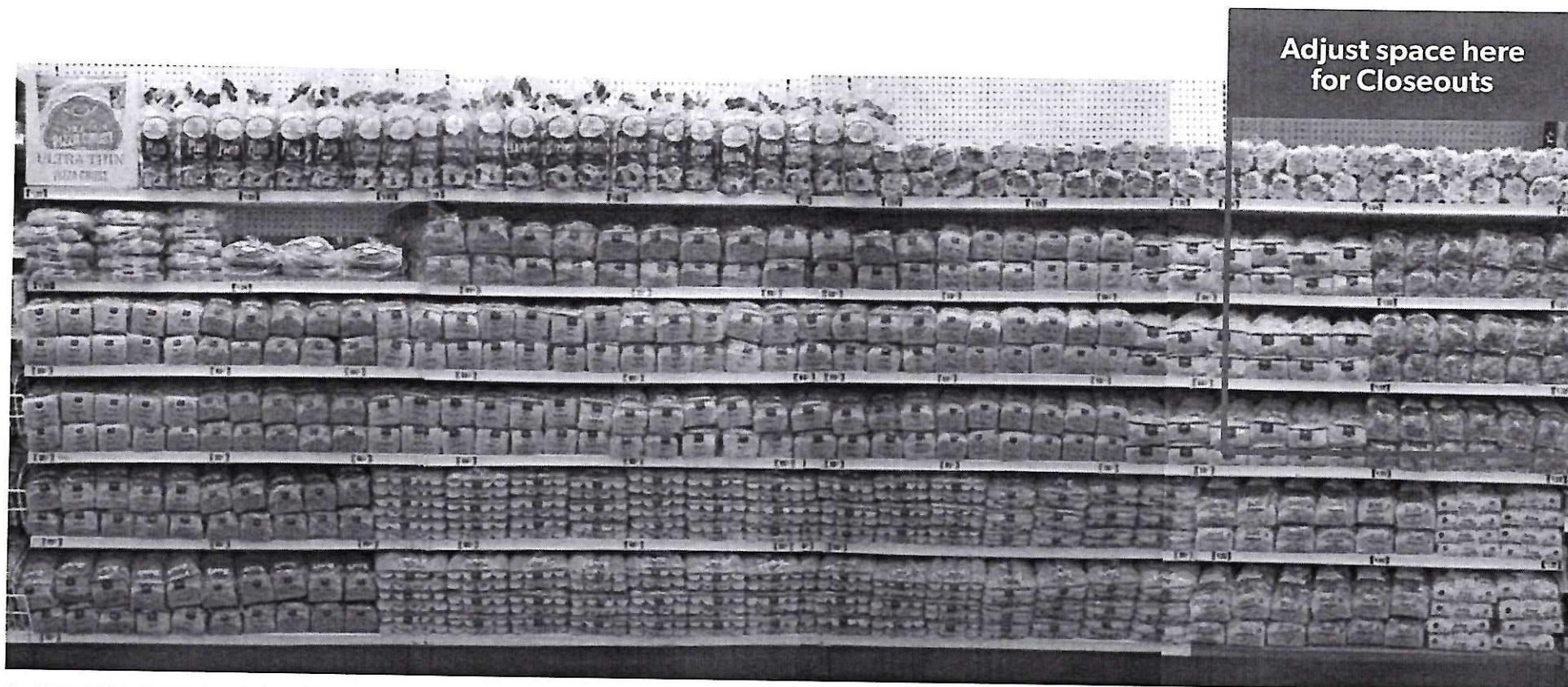
Operational Reminders

- ☐ Always rotate Bread from the lowest facing of the item to highest facing of the item – from back to front.
- ☐ Return empty bread trays with every backhaul - Do not use trays to stack other product.
- ☐ Enter accurate **Cycle Counts** to get better allocations and reduce scrap.



Bread Plan-O-Guide – 16ft

Fresh Management



Operational Reminders

- ☐ Stack **Sliced Bread** no more than **2 high**.
- ☐ Stack **Hot Dog Buns and Hamburger Buns** no more than **3 high**.
- ☐ Always rotate Bread from the lowest facing of the item to highest facing of the item – from back to front.
- ☐ Return empty bread trays with every backhaul - Do not use bread trays to stack other product.
- ☐ Enter accurate **Cycle Counts** to get better allocations & reduce scrap.

Bread Closeouts

- ☐ Display CLOSEOUT bread by reducing the number of facing for English Muffins, Cinnamon Raisin Bread or Artisan Bread

Item Numbers and Facings for each item are listed on the next page



Bread Plan-O-Guide – 16ft

Fresh Management

Display Tortilla Warmers on shelf above if available

GoldenHome Pizza 743424 1.99	W.Bagel -Plain 745386 1.99	W.Bagel Cinnmn 745438 1.99	W.Bagel Blubrry 745438 1.99	W.Bagel Onion 745437 1.99	W.Bagel Evrythng 745437 1.99	English Muffin Sourdough 752184 1.99	English Muffin Plain 752183 1.99
One Case	6 Facings	5 Facings	5 Facings	3 Facings	3 Facings	12 Facings	12 Facings
Pacific-Pan De Lech/12ct 92343 1.99	Hollywood CemaBread 16oz / Asst 744784 1.99	HealthyGrainsBread 707741 99.99¢			Texas Toast 707715 1.99	Artisan Bread 707742 99.99¢	Cinnamon Raisin Bread 741942 1.99
3 Facings	3 Facings	12 Facings			6 Facings	6 Facings	6 Facings
Wheat Sandwich 707714 99.99¢	100% Whole Wheat 707716 99.99¢	White Sandwich 707737 99.99¢	White Bread 707713 99.99¢	Texas Toast 707715 1.99	Artisan Bread 707742 99.99¢	Cinnamon Raisin Bread 741942 1.99	
5 Facings	5 Facings	7 Facings	9 Facings	6 Facings	6 Facings	6 Facings	
Wheat Sandwich 707714 99.99¢	100% Whole Wheat 707716 99.99¢	White Sandwich 707737 99.99¢	White Bread 707713 99.99¢	Texas Toast 707715 1.99	Artisan Bread 707742 99.99¢	Cinnamon Raisin Bread 741942 1.99	
5 Facings	5 Facings	7 Facings	9 Facings	6 Facings	6 Facings	6 Facings	
Wheat Bread 707738 99.99¢	100% Whole Wheat 707716 99.99¢	Hot Dog Buns 168014 99.99¢			Hamburger Buns 181234 99.99¢	Busy Baker Sourdough Bread 741943 1.99	Artisan Dinner Rolls 735994 1.99
5 Facings	5 Facings	10 Facings			4 Facings	6 Facings	2 Facings
Wheat Bread 707738 99.99¢	100% Whole Wheat 707716 99.99¢	Hot Dog Buns 168014 99.99¢			Hamburger Buns 181234 99.99¢	Busy Baker Sourdough Bread 741943 1.99	Artisan Dinner Rolls 735994 1.99
5 Facings	5 Facings	10 Facings			4 Facings	6 Facings	2 Facings

Top Sellers highlighted in Green.

- ☐ It is OK to adjust the # of facings based on the sales of each item.
- ☐ For example: If sales of Texas Toast do not support the # of facings listed, stores can adjust by increasing the # of facings of the items to the right/left (white bread/artisan bread in this example).



Bread Plan-O-Guide – 12ft

Fresh Management



Operational Reminders

- ☐ Stack **Sliced Bread** no more than **2 high**.
- ☐ Stack **Hot Dog Buns and Hamburger Buns** no more than **3 high**.
- ☐ Always rotate Bread from the lowest facing of the item to highest facing of the item – from back to front.
- ☐ Return empty bread trays with every backhaul - Do not use bread trays to stack other product.
- ☐ Enter accurate **Cycle Counts** to get better allocations & reduce scrap.

Bread Closeouts

- ☐ Display CLOSEOUT bread by reducing the number of facing for English Muffins, Cinnamon Raisin Bread or Artisan Bread.

Item Numbers and Facings for each item are listed on the next page



Bread Plan-O-Guide – 12ft

Fresh Management

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One Case	4 Facings	3 Facings	3 Facings	3 Facings	3 Facings	8 Facings	8 Facings	
Pacific-Pan De Lech/12ct 92343 1.99	Hollywood CemaBread 16oz 744784 1.99	HealthyGrainsBread 707741 99.99c			Texas Toast 707715 1.99	Artisan Bread 707742 99.99c	Cinnamon Raisin Bread 741942 1.99	
2 Facings	2 Facings	10 Facings			3 Facings	5 Facings	6 Facings	
Wheat Sandwich 707714 99.99c	100% Whole Wheat 707716 99.99c	White Sandwich 707737 99.99c	White Bread 707713 99.99c		Texas Toast 707715 1.99	Artisan Bread 707742 99.99c	Cinnamon Raisin Bread 741942 1.99	
4 Facings	4 Facings	5 Facings	6 Facings		3 Facings	5 Facings	6 Facings	
Wheat Sandwich 707714 99.99c	100% Whole Wheat 707716 99.99c	White Sandwich 707737 99.99c	White Bread 707713 99.99c		Texas Toast 707715 1.99	Artisan Bread 707742 99.99c	Cinnamon Raisin Bread 741942 1.99	
4 Facings	4 Facings	5 Facings	6 Facings		3 Facings	5 Facings	6 Facings	
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4 Facings	4 Facings	6 Facings			4 Facings		3 Facings	2 Facings

Top Sellers highlighted in Green.

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- ☐ For example: If sales of Texas Toast do not support the # of facings listed, stores can adjust by increasing the # of facings of the items to the right/left (white bread/artisan bread in this example).



Bread Rack DSD

Fresh Management



Merchandising

- ☐ Position rack near the **Bread Section or Produce**.
- ☐ Price each visible side of the rack.
- ☐ This is a **vendor managed DSD program**.
 - Vendor will fill rack when delivering bread.
 - Do not scrap bread on rack.
 - Vendor will remove bread not OK to sell.
- ☐ If rack is empty, remove from sales floor and hold in backroom until the next delivery.

Operational Reminders

- ☐ **Enter receipt information** on handheld scanner immediately upon product arrival.
- ☐ **Rotate** Bread from the lowest facing of the item to highest facing of the item – from back to front.
- ☐ **Return empty Bread Trays** with every backhaul.
- ☐ Do not use **Bread Trays** to stack other product.

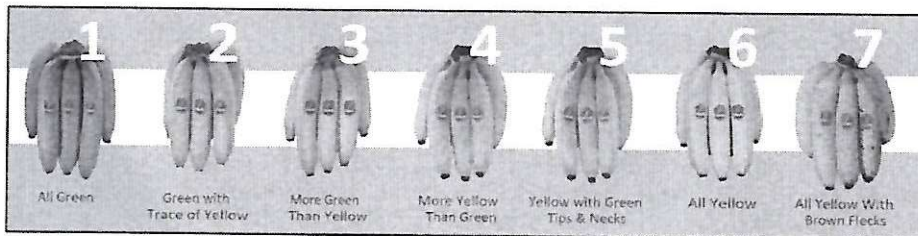
Bananas



Bananas Backstock

- ✓ Air Stack and remove bag from cases to help keep Bananas fresh.
- ✓ Keep away from heat and cold areas (i.e. Generator, Walk-In Cooler)

Post Banana Handling Poster in Backroom



- ☐ When at stage 6 and 7, **Bananas** are over ripe, use Banana Bands to sell.
- ☐ Do not place boxes of bananas under the **Banana Rack**.
- ☐ Display **Lime / Lemon Juice Rack** or **Vanilla Wafers** next to **Banana Rack**.
- ☐ Display **Scale with Bags** next to Bananas (as shown).
- ☐ Add **Water bottle, Paper Towels and Trash Can** below scale to clean.

Racks



- ☐ Place **Small Banana Rack** near the registers
- ☐ If you have the **Zig Zag Banana Rack**, place boxes of bananas next to the banana endcap
- ☐ Display **Lime / Lemon Juice Rack** next to Banana Rack

If You Wouldn't Buy It,
DON'T SELL IT!





Produce Coolers – Table

Fresh Management

Vegetables and Salads



Do not
stack
above the
Red Line



Berries and Fruit



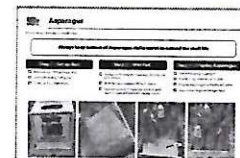
If You Wouldn't Buy It,
DON'T SELL IT!



Every hour
Cold Produce
is out of
coolers,
you lose a day
to sell!

Display LIKE items together with Color Breaks!

- ☐ Carrots, Celery and Mushrooms together.
- ☐ Cauliflower next to Broccoli.
- ☐ Green Onions next to Radishes.
- ☐ Bell Peppers together – stripe by color.
- ☐ Grapes and Cherries together – stack 3-4 high max.
- ☐ Berries together.
- ☐ Peaches, Plums, Nectarines together – stack 3-4 high max.
- ☐ Create **Color Breaks** for example:
 - ✓ Alternate varieties of **Carrots, Celery and Mushrooms.**
 - ✓ **Green Grapes** between **Red Grapes** and **Cherries.**
 - ✓ **Strawberries** between **Blueberries** and **Blackberries.**
 - ✓ **Plums** between **Peaches** and **Nectarines.**
- ☐ Rotate **Bagged Salads** with early dates to front & later to back.
 - ✓ Keep Bagged Salads by brand (Dole w/ Dole)
- ☐ Cross merchandise **Dressings, Croutons, Dipping Sauces**, etc. on shelf above.



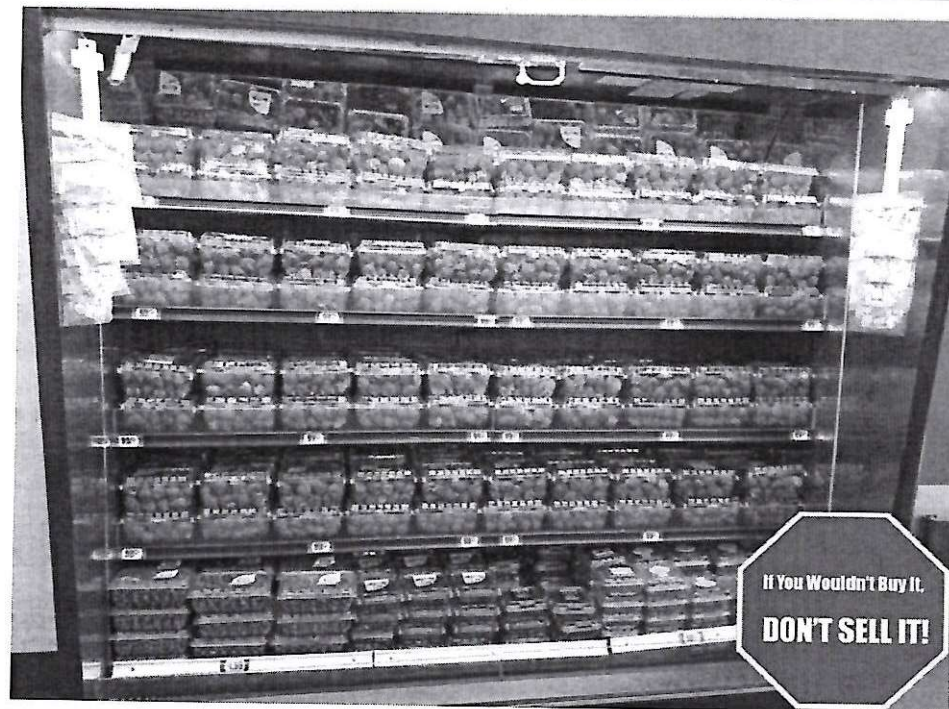
Keep Asparagus
in shipping
container with
soaker pad. Do
not remove!



Produce Coolers - Reach-In

Fresh Management

Bagged Salads and Berries



- ☐ Use Reach-In Coolers to display **Bagged Salads and Berries**.
- ☐ Rotate **Bagged Salads** with earlier dates to the front and later to the back.
 - ✓ Keep Bagged Salads by brand (Express w/ Express, Dole w/ Dole).
- ☐ If you have a Reach-In Cooler, display **Bean Sprouts** in the Reach-In Coolers rather than on Table Coolers (if no Reach-In Cooler, use Table Cooler).
- ☐ **Close curtains** on Reach-In Coolers **after closing** to keep produce fresh.

99c Bean Sprouts

From Store Operations Leadership

Bean Sprouts MUST be displayed under cooler temperatures to maintain freshness.

- ☐ This is something inspectors will look for when they visit your store.
- ☐ Display Bean Sprouts in the Deli Doors with pickles or dressings that require refrigeration.
- ☐ If you have a Reach In Cooler, display Bean Sprouts with salads in the Reach In Cooler.
- ☐ Do not display Bean Sprouts in the refrigerated produce table or produce bins.

Deli Doors

Reach In Cooler

**Every hour
Cold Produce
is out of
coolers,
you lose a day
to sell!**

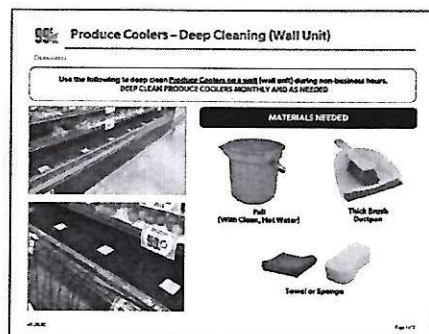
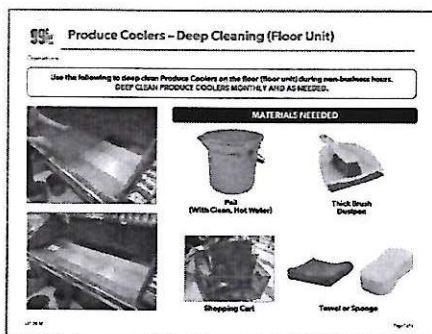


Produce Coolers - Cleaning and Temperatures

Fresh Management

Produce Coolers for Fresh Product must be cleaned frequently and maintained at specific temperatures to keep product at the best quality possible.

Cleaning



Produce Coolers
Wipe Down and Remove Debris Daily
Deep Clean Once Every Quarter

- ☐ Wipe down and remove debris from coolers DAILY.
 - ✓ Use warm water and paper towels to wipe.
 - ✓ Remove cherry pits, corn husks and other debris.
- ☐ Deep Clean coolers once a quarter per the Cleaning Program.
 - ✓ Follow instructions to Deep Clean coolers.
 - ✓ Separate instructions for Floor Unit vs. Wall Unit
- ☐ Follow guide to ensure cover underneath coolers is on.

Temperatures



Produce AND Walk-In Coolers
Required Temperature 35 – 41 °F

- ☐ Fresh Coolers must remain at the above temperatures to help extend fresh product life cycles.
- ☐ Check the temperature of Fresh fixtures at least once a day.
- ☐ Coolers must have permanent and accurate thermometers to record the temperature of the cooler.
- ☐ Check accuracy of permanent thermometers using a pocket thermometer - any issues should be reported to Vixxo.
- ☐ If a permanent thermometer is not present, inaccurate, or broken, a pocket thermometer can be used.



Special Produce Displays – Handle with Care

Fresh Management



Berries

- ☐ Did you know our Berries are picked fresh and sent to stores within **72 hours**?
- ☐ Do not stack outside of the coolers
 - ✓ **Every hour not refrigerated shortens the shelf life by one day**
- ☐ Look for spoiled berries and remove with a sense of urgency
- ☐ Break by color when you display:
 - ✓ **Strawberries, Blackberries, Raspberries, Blueberries**



Grapes and Cherries

- ☐ Fold the top of the bag over and lay the bag on its side.
- ☐ Do not display with the opening of the bag on top.
- ☐ Stack **no more than 3 to 4 high** to avoid squishing fruit below.
- ☐ Use **Green Grapes** to create color breaks (Red, Green, Black).
- ☐ Display scale with bags next to **Grapes**.
 - ✓ Add Water bottle, paper towels and trash can below scale.

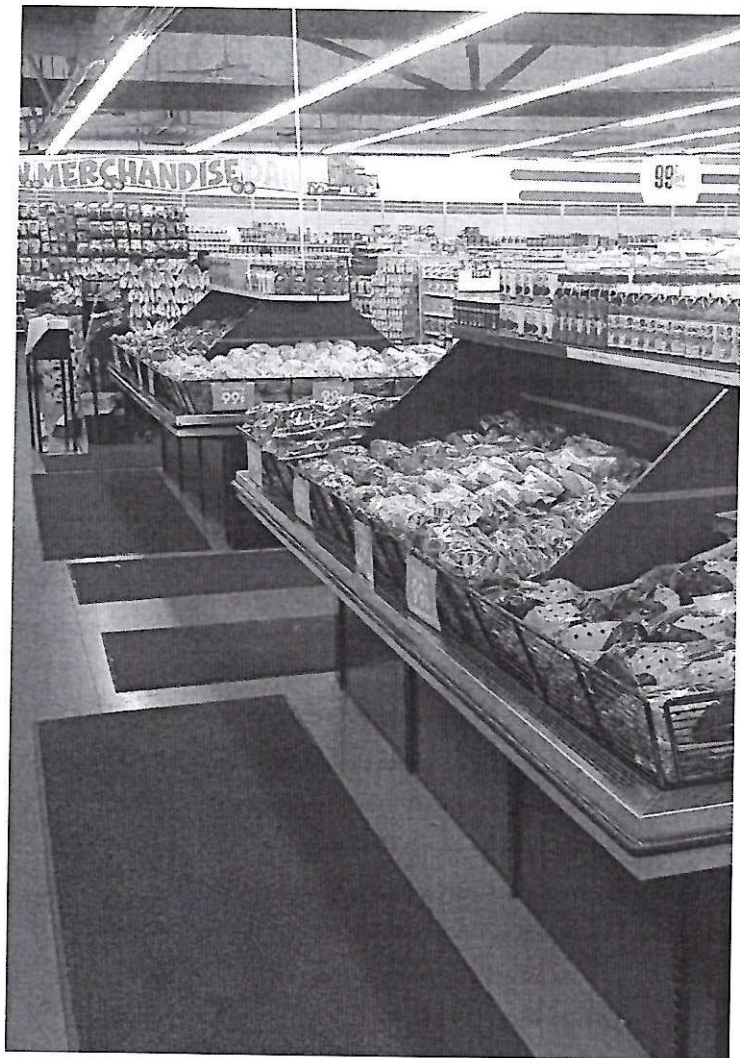
Stone Fruit – Peaches, Plums, Nectarines and Apricots

- ☐ Fold the top of the bag over and lay the bag on its side.
- ☐ Stack no more than 2 high to avoid squishing fruit below.
- ☐ Use **Plums and Apricots** to create color breaks between **Peaches / Nectarines**





**The Fresh Lead is the 99er assigned to oversee Fresh Displays and Processes for the store.
Here are the responsibilities the Fresh Lead must be assigned:**



Sales Floor Responsibilities:

- ☐ Complete the Fresh Lead Daily Customer Ready Checklist.
- ☐ Coach teams to always follow all Fresh Area Guidelines.
- ☐ Coach teams to provide excellent Customer Service.
- ☐ Keep Fresh Displays Clean, Fresh, Full and Accurately Priced.
- ☐ Confirm Fresh Display are properly rotated throughout the day.
- ☐ Check for expired or spoiled items and scrap.
- ☐ Confirm all Produce Coolers are at proper temperatures and working correctly.
- ☐ Report safety concerns in the Fresh Area to Store Management (i.e. missing mats, pest, etc.)
- ☐ Check Produce Scales on sales floor are working properly for Customers.
- ☐ Water Live Plants and Floral products daily.

Other Responsibilities

- ☐ Conduct weekly huddles with Associates to coach teams and answer questions in the Fresh Area.
- ☐ Keep the Scrap Station in the backroom clean and organized.
- ☐ Oversee Fresh Scrap to ensure accuracy.
- ☐ Confirm Cycle Counts are accurately recorded on the handheld scanners.
- ☐ Follow up on auditing Fresh Deliveries as they arrive.
- ☐ Provide feedback to Management on allocations received (too much, too little, quality).
- ☐ Prepare Fresh Areas for Physical Inventories (including Walk-In Cooler and Freezer).
- ☐ Review Daily / Weekly Fresh Sales and Scrap Results with Management for areas of opportunity.
- ☐ Partner with Regional Fresh Area Managers for coaching and support.
- ☐ Help Management schedule Associates to work the Fresh Area.
- ☐ Help Management order Fresh Area Supplies (Net Bags, Produce Plastic Bags, etc.).



Receiving

Fresh Management

DC

- ☐ Review DC Receiving Guides.
- ☐ Email Inventory Compliance (inventorycompliance@99only.com) for the following issues:
 - ✓ Missing Pallets/Labels
 - ✓ Cannot scan pallets
 - ✓ Unsafe Pallet conditions
 - ✓ Pallet doesn't belong to store
 - ✓ Seal is broken or damaged
 - ✓ Other DC Receiving issues

DSD

- ☐ Review DSD Receiving Guides.
- ☐ Email Inventory Compliance (inventorycompliance@99only.com) for the following issues:
 - ✓ If there is a system issue that will not let you close the shipment
 - ✓ If an item is not in the system
 - ✓ If merchandise was systematically received incorrectly

Drop Shipments

- ☐ Review Drop Shipment Guides.
- ☐ When receiving Drop Shipments from 3rd Party Vendors (Charlie's, OK Produce):
 - ✓ If you are short product when comparing to the vendor invoice, contact OK Produce or Charlies directly:
 - Charlie's = (626) 509-1230
 - OK = (559) 445-8600 Ext 225
- ☐ Email Inventory Compliance (inventorycompliance@99only.com) for the following issues:
 - ✓ PO in 99 Central does not match the PO on driver invoice
 - ✓ If the case pack of an item on the vendor invoice doesn't match the case pack of what is received
 - ✓ If an item is not in the system
 - ✓ If there is any other system issue that will not let you close the shipment

PREPARE BACKROOM AND SALES FLOOR BEFORE DELIVERIES ARRIVE

- ☐ Print and review shipment manifest to prepare the Produce Area for delivery.
- ☐ Get produce out of the backroom to the sales floor to make room for delivery.
- ☐ Organize and clean produce displays. Confirm items are priced right.
- ☐ Condense displays as needed.
- ☐ Check for produce not OK to sell – remove and scrap immediately.
- ☐ Use markdown programs to sell through items as needed.



Processing Deliveries and Backstock

Fresh Management

Break Down and Sort Pallets

Upon arrival of a Fresh Delivery:

- ☐ Use a team approach to break down pallets.
 - ✓ All available Associates should help process delivery
- ☐ Keep COLD and DRY product separate.
- ☐ Organize and stage product by display area:
 - ✓ Produce Coolers
 - ✓ Produce Bins
 - ✓ Shelf / Wall / Rack Displays
- ☐ Work as much product to the sales floor as possible.
 - ✓ Stock COLD product FIRST!
- ☐ Check for spoiled or damaged items and scrap as needed.
 - ✓ Report any product issues to Fresh Lead.

Backstock

In Between Deliveries:

- ☐ Neatly keep product not worked to the sales floor in the backroom (backstock).
 - ✓ Place DRY backstock on U-Boats or Carts.
 - ✓ Place COLD backstock in Walk-In Cooler.
- ☐ Only keep FULL cases in the backroom.
 - ✓ Work opened cases to the sales floor
- ☐ Write expiration date on cases (such as milk) to ensure items with closest dates get displayed BEFORE expiring.
- ☐ Work product to the sales floor with a sense of urgency.
- ☐ Build stacks when needed to sell through inventory.

COLD PRODUCE MUST BE STAGED IN WALK-IN COOLER WITHIN 45 MINUTES OF RECEIPT.

- ☐ Every hour Cold Produce is out of coolers, you lose a day to sell.
- ☐ Identify Produce that can go to the sales floor immediately versus produce needing to be staged in cooler

RETURN TO VENDOR PROCESS - DSD AND DROP SHIPMENTS

- ☐ If you receive product not OK to sell, perform a "Return to Vendor" in the handheld scanner to get credit back.
- ☐ Do not scrap DSD Bread.
- ☐ Bread vendors will pick-up product not OK to sell.



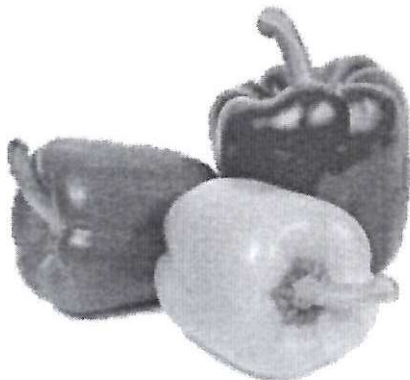
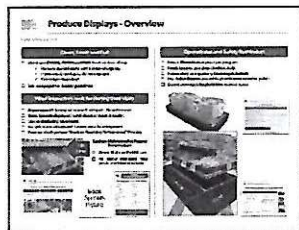
Fresh Shelf-Life

Fresh Management

A Shelf-Life is the period of the time from when the product is received to when it is no longer OK to sell.
The Shelf-Life for Fresh product has (3) Stages:

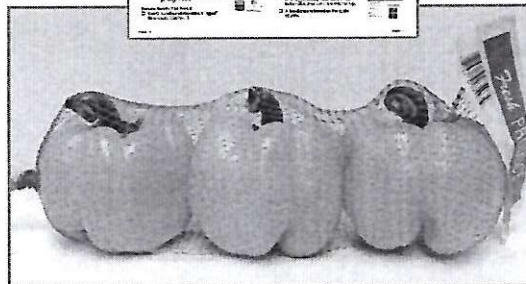
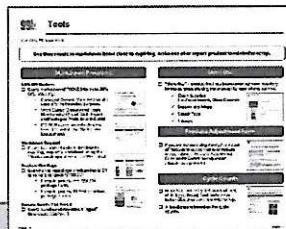
STAGE 1 – FRESH At prime selling point

- ☐ Stage 1 signs:
 - ✓ Ripe and Firm
 - ✓ Bright Colored
 - ✓ Smells Fresh
- ☐ Display Stage 1 items per **display guidelines in this packet.**



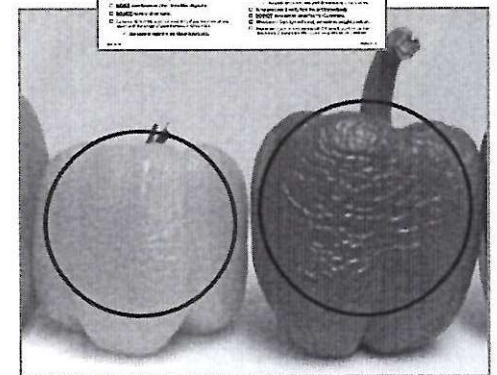
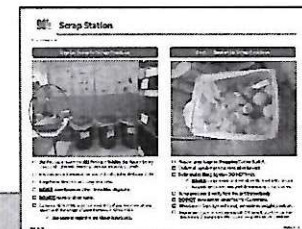
STAGE 2 – VALUE Signs of aging but sellable

- ☐ Stage 2 signs:
 - ✓ Softening skin
 - ✓ Browning
 - ✓ Dulling color
 - ✓ Dry skin
 - ✓ Spotting
- ☐ Use **Markdown Tools per the Inventory Management Program** to sell through Stage 2 Product.



STAGE 3 - END OF SHELF-LIFE Spoiled and NOT OK to sell

- ☐ Stage 3 signs:
 - ✓ Soft Feeling / Mushy
 - ✓ Changing / Dulling Color
 - ✓ Wrinkling
 - ✓ Rotting
- ☐ Remove Stage 3 product immediately and **Scrap per the Scrap Program.**





Produce Displays - Overview

Fresh Management

Clean, Fresh and Full

- ☐ Maintain a **CLEAN, FRESH and FULL** Produce Area.
 - ✓ Remove spoiled items with urgency.
 - ✓ **If you wouldn't buy it, don't display it.**
 - ✓ Correct pricing is key!
- ☐ See next pages for display guidelines.

If You Wouldn't Buy It,
DON'T SELL IT!

What inspectors look for during their visits

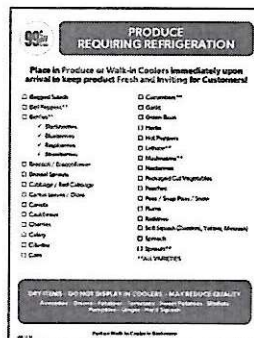
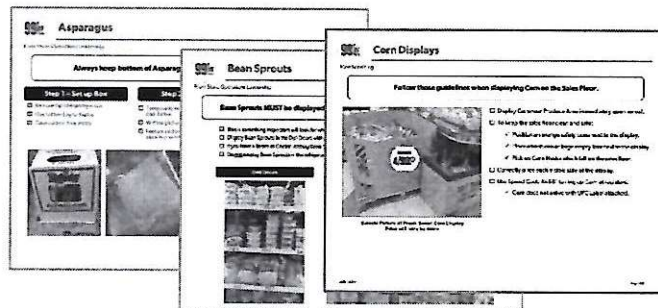
- ☐ **Asparagus** left in shipping container with soaker pad. Do not remove!
- ☐ **Bean Sprouts** displayed in deli doors or reach in cooler.
- ☐ **Corn Husks** picked up from sales floor – place trash bin next to display.
- ☐ Stacks lifted using blue bases.
- ☐ No side stacks of **Lettuce**! Lettuce must be refrigerated.
- ☐ Refrigerated items displayed per sign posted on Walk-In Cooler Door.



Fill
Line

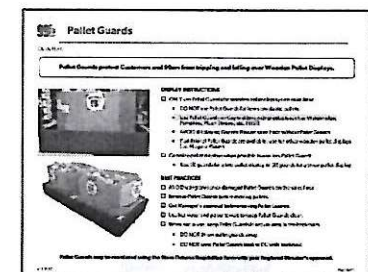
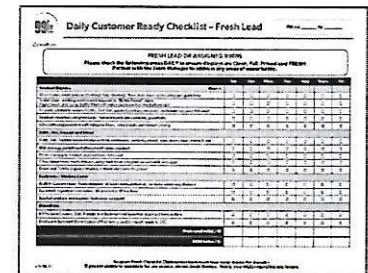
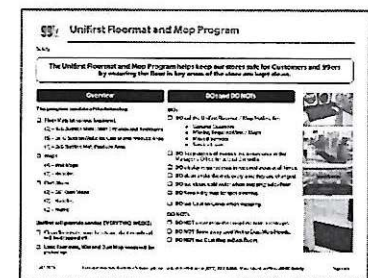
Coolers Maintained at Proper Temperature

- ☐ Never fill above Red Fill Line
- ☐ No stacks displayed near produce refrigerated table



Operational and Safety Reminders

- ☐ Ensure **Floor Mats** in place per program.
- ☐ **Fresh Lead** to complete checklist daily.
- ☐ Follow daily and quarterly **Cleaning Schedule**.
- ☐ Use **Pallet Guards** around Gaylord bins on wooden pallets.
- ☐ Do not over-stack **Gaylord Bins** to avoid scrap.





Produce Bins - Vegetables

Fresh Management

Vegetables, Peppers, Avocados and Tomatoes

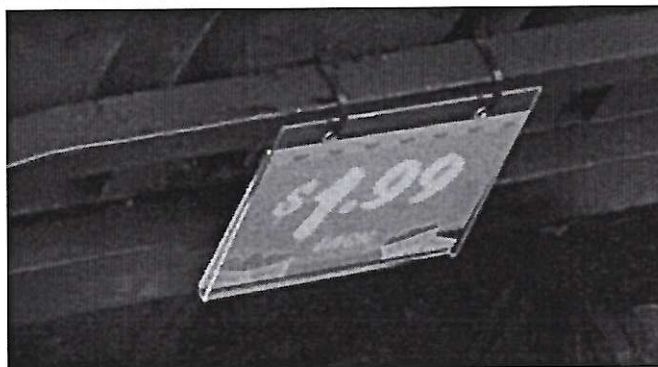


Produce Color Price Signs

Use color signs on Produce Bins and Coolers.

Use black and white signs if needed.

Place zip-ties on rack rails as shown. DO NOT place on bins.



Display LIKE items together with Color Breaks!

- ☐ **Onion** together next to **Garlic**
- ☐ **Onions and Potatoes** organized by type
- ☐ **Squash and Zucchini** together
- ☐ **Peppers with Peppers**
(except Bell Peppers – require refrigeration)
- ☐ **Avocados near Tomatoes**



Best Practices:

- ☐ Remove plastic from crates – onions, coconuts, etc.
- ☐ **Tomatoes** – create **COLOR BREAKS** using Cucumbers and Avocados.
- ☐ It is OK to leave bottom row empty if inventory low.
- ☐ If bottom is empty, clean crate and flip upside down.
- ☐ Avoid placing these Dry Items in Coolers as you may reduce the quality:
 - ✓ Avocados, Tomatoes, Onions,
 - ✓ Potatoes, Sweet Potatoes, Ginger
 - ✓ Hard Squash, Pumpkins

Corn Husks

Pick up any corn husks on the floor to prevent incidents.

Place a trash can or large empty by displays for Customers to place husks in

Guacamole / Salsa End





Produce Bins - Fruit

Fresh Management

Apples, Citrus and Other Fruit



Display LIKE items together with Color Breaks!

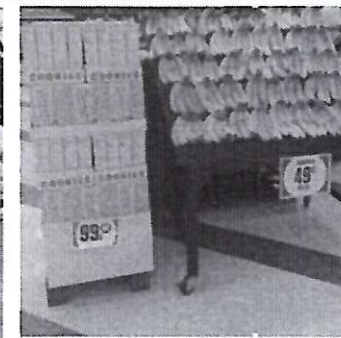
- ☐ Apples with Apples
- ☐ Citrus w/ Citrus - Lemons, Oranges, Grapefruits
- ☐ Melons with Melons

If You Wouldn't Buy It,
DON'T SELL IT!

Best Practices:

- ☐ Add stacks of **Dry Produce** next to the **Produce Endcaps**.
- ☐ Add a stack of **Lime / Lemon Juice Rack** and **Vanilla Wafers** next to Bananas
- ☐ It is OK to leave the bottom row empty if quantities do not support
 - If bottom is empty, clean crate and flip upside down.

Stacks





Guerrero Tortilla Endcap Rack – 6 Shelves

Fresh Management



Operational Reminders

Guerrero Pepito Chips 7.5oz 6 Facings		
Guerrero Taco Flour Tortilla 8ct 2 Facings	Guerrero Taco 16ct 2 Facings	Guerrero Yellow Corn Tortilla 24ct 5 Facings
Guerrero White Corn Tortillas 24ct 8 Facings		
Guerrero Flour Tortillas 10ct 5 Facings		
Guerrero Wheat Tortillas 8ct 5 Facings		
Guerrero Burrito Tortilla 5ct 3 Facings		

- ☐ Do not place any other brand of tortillas, chips or tortilla warmers on this rack.
- ☐ Only display Guerrero branded product.
- ☐ Rotate from back to front
- ☐ Enter accurate **Cycle Counts** to get better allocations and reduce scrap.



Guerrero Tortilla Endcap Rack – 5 Shelves

Fresh Management



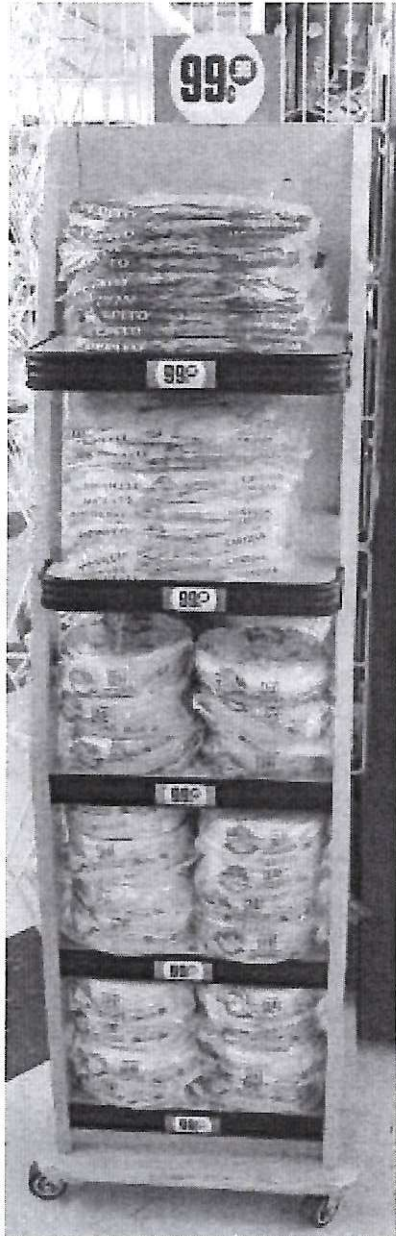
Operational Reminders

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- ☐ Only display Guerrero branded product.
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Tortillas Rolling Rack – Select Stores Only

Fresh Management



Merchandising

- ☐ Use to display closeout tortillas.
- ☐ If no closeouts, display top 3 to 4 sellers.
- ☐ Position near Beans or Deli / Egg Door.

Operational Reminders

- ☐ Rotate from back to front
- ☐ Enter accurate Cycle Counts to get better allocations and reduce scrap.



Fresh Desserts

Fresh Management



Merchandising

- ☐ **OPTION #1 – Table rear front of Store** (decorate with table covers for the current season. Clearly price each visible side)
- ☐ **OPTION #2 - VIP Section** (first 4ft section near entrance)
- ☐ **OPTION #3 – Bread Wall** (4ft section after all bread set per plan-o-gram)

Operational Reminders

- ☐ Some Fresh Desserts are shipped frozen to extend life cycle.
- ☐ Once thawed (soft from warming) it is OK to sell for 7-14 days from arrival.
- ☐ **If no expiration date is on product, apply a “Best-By” Sticker.**
 - Place sticker on package – do not cover UPC or label.
 - Use black permanent marker to write best-buy date on sticker follow dating guidelines to the left.
- ☐ Keep extra in Walk-In Freezer to keep frozen and use to fill the display.
- ☐ Rotate old dates to the front of displays, newer dates to the back.



Best by Stickers

If no expiration date is on product, apply a “Best-By” Sticker per these dating guidelines

Desert Type	Best By Date
Bagels	15 Days once thawed
Cakes	10 Days once thawed
Muffins	10 Days once thawed
Cinnamon Rolls	7-10 Days once thawed
Croissant	7 Days once thawed
Danish	14 Days once thawed
Dinner Rolls	5-7 Days once thawed
Donuts	21 Days once thawed
Loaf Cake	7-10 Days once thawed
Pie (Apple / Pumpkin)	21 Days once thawed
Pie (Cream / Cobbler)	7-10 Days once thawed



Live Plants and Flowers – Drop Ship

Fresh Management

**Live Plants and Flowers need extra attention to help keep product fresh for Customers.
Follow these guidelines when receiving and displaying Live Plants and Flowers.**



RECEIVING

- ☐ Live Plants / Flowers are delivered via Drop Ship Deliveries
- ☐ Enter receipt information on scanner immediately upon product arrival.
- ☐ It is OK to accept Live Plants / Flower deliveries through the front door.

DISPLAY

- ☐ Display Live Plants or Flowers inside the store, near the Front Entrance.
 - Displaying these items outside may lead to shrink.
- ☐ Live Plants should be displayed on racks received.
 - **DO NOT** use this rack for other items.
 - **DO NOT** remove cardboard lid from rack.
 - **DO NOT** return empty racks to the DC with backhaul pickups.
 - Hold empty racks in backroom until the next service visit.
 - Stores will be charged for any rack that is lost or damaged.
- ☐ Live Flowers must be displayed on bucket display received.
 - Buckets have water to keep Flowers fresh.
 - Check for water spills and clean up immediately.
- ☐ Price each visible side of displays with price signs.
- ☐ Water Live Plants and Flowers BEFORE opening store daily.
 - Keeps product fresh and reduces unnecessary scrap.



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Bread Rack DSD

Management



Merchandising

- ☐ Position rack near the **Bread Section or Produce**.
- ☐ Price each visible side of the rack.
- ☐ This is a **vendor managed DSD program**.
 - Vendor will fill rack when delivering bread.
 - Do not scrap bread on rack.
 - Vendor will remove bread not OK to sell.
- ☐ If rack is empty, remove from sales floor and hold in backroom until the next delivery.

Operational Reminders

- ☐ **Enter receipt information** on handheld scanner immediately upon product arrival.
- ☐ **Rotate** Bread from the lowest facing of the item to the highest facing of the item – from back to front.
- ☐ **Return empty Bread Trays** with every backhaul.
- ☐ Do not use **Bread Trays** to stack other product.